A Semantic Way of Metaphor through Social Networks: Academics & Life-Style

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ABSTRACT:

Social networks are becoming a vital part of our lives. Students are spending much time on social media and are measured the largest category. This study tries to explore the power of social media use, and especially Friend book, on high college students' performance on academics and lifestyles. A proposed framework that guides research in this area and reflects on the issues related to such observable fact. A proposed survey is also depicted to be used in future research.

The increase of social networking becomes a main connecting tool all people. The huge number of social networks survive nowadays made people get confused the use and needs of particular site. The actual number of categories social networks is unknown as it is constantly evolving and ultimately effect to the learning system. The aim of this paper is to describe social networking involvement and matching the lifestyles which involve both making friends and connect in learning. The main interest of this study is to find the equilibrium between social and education network to be integrated together as one platform. Present social networking servicing advocate friends to users based on their social graphs and mutual associates , which may not be the most suitable to reflect a user's taste on friend choice in real lifetime . In this paper suggest a system that recommends friends based on the daily behavior of users. Here a semantic based friend proposal is done based on the users' life styles. By using text mining, we display a user's on a daily basis life as life achievements.

Keywords: Activity Recognition, Social Networking Sites (SNS), Education Performance, Tastes & Life Styles etc.

I.INTRODUCTION

In this paper, we guess the influence of communal associations on enlightening attainment and social outcomes of students in graduates. Above all, we examine how losing dissimilar types of social relationships during the evolution from basic to middle school have an effect on students' academic progress and general well-being. We use social associations known by the students themselves in learning system as part of a unique aspect of the application process which allows from social network, it grows to extend; merge together with teaching; e-learning and create new phenomena in education environment so called social learning; where the main focus is to share and widespread facts (Chan, 2002)[1]. Not like the conservative way. The request of this system will drag off the limit for us to share the in order. The people who we get linked can be our friends, and this is we called social companionship. In this platform, populace tends to use its network to find associates and creating a association.

In order to increase the knowledge sharing capabilities among people, one site is created to enable knowledge sharing. Nowadays, many high institutions had use e-learning platform to achieve this target. But this e-learning had focus on close environment, which are traditional methods of face-to-face teaching (Daniel, 2011)[2]. Naidu (2006)[3] stressed on teaching and learning process by using network and technology known as e-

learning. With closed learning environment may limit the sharing of open communication. Learning open via online, learning from scattered places synchronically, and learning through network and web based can be defines as e-learning. At these level, e-learning use technology Web 2.0. DuPlessis, Van Heerden and Cook (2010)[4] maintain that social networking sites (SNSs) are a new phenomenon, which has gained significant uptake over the past few years emphasized that the Web 2.0 environment supply supports and benefit for the community such as good surrounding on learning, support interactive method while learning, setting same learning goals and tasks, make a strong identity and variety of evaluation method on learning. The used of social media to deliver the education, learning and knowledge is still questionable.

Objectives:

1. The technologies will assist the related community to find the growth with same tastes.
2. To understand the impact of social networking sites on education system.
3. The technologies also will motivate and incentivize people to learn.
4. Purpose behind the usage of social networking sites.

II.REVIEW OF LITERATURE

Though social media can increase student learning through student communications, challenges arise when social media are

included into an academic course. The theory that students are well-known with and pleasant to using certain types of group of people media can cause educators to inadvertently fail to give the resources or encouragement essential to support student usage and information even when social media is used for an informative purpose, students incorporate the technology into their lives in a method that may differ from the intentions of the course teacher. For example, off-topic or non-academic debate occurs on social medium because of its most important design as a social networking instrument.

According to Giannini (2010)[5] the way people communicate has changed drastically over the last decade, and marketing professionals are working hard to try and keep up with these trends. Social media are often defined narrowly and considered to be synonymous with social networks like Facebook and MySpace. This point to that while social media may give self-assurance broader deliberations of course content, older students may spend additional time than younger students attractive in unrelated discussions. Social media can also unenthusiastically influence student GPA as well as the amount of time students spend preparing for class. One clarification for this crash is that social medium provides too much inspiration and therefore can sidetrack students from implementation their coursework. Another cause for this may be that students who use more time on social media might have

difficulty balancing their online activities and their educational training.

Communal media can also be a demanding instructional strategy to slot in because it attempts to equilibrium the authority of the instructor with the active input of the students. Group effort through communal medium ropes more of a constructivist move toward to learning, anywhere students and educators can work jointly to co-create sympathetic of a particular topic, rather than an approach that emphasizes individual contributions. As a consequence, students and educator become equivalent participants in the information distribution process. Though this seems helpful for creating and disseminate facts, social medium can also become a solitude concern (i.e. cyber-plagiarism) as well as an outlet for abuse and cyber-bullying. This suggests that set up principles for social standard use is hypothetical to include presentation and move toward rule alike to those necessary in the classroom.
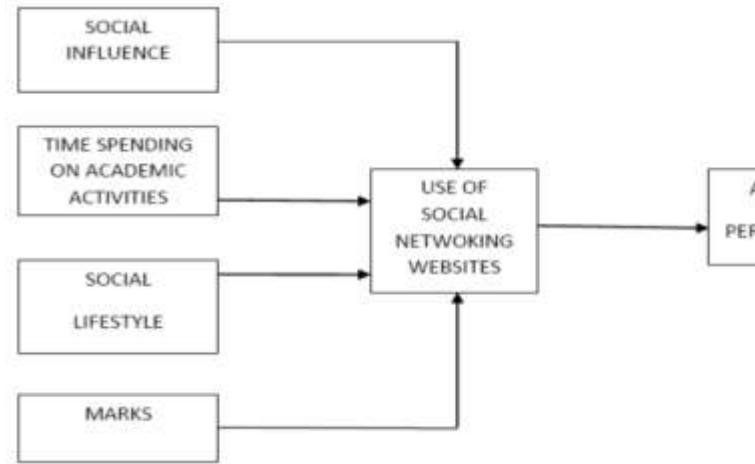
India is the third biggest country in terms of internet users in the world, with a high social and mobile audience. Social networking sites like Facebook, Twitter, Orkut, etc diverting students from their studies. Students spend more time on social media than they do do using personnel email. Even Though, there is defeat of privacy and safety, social media provides opportunities for linking with friends, classmates, and people with communal curiosity. For example, Bian and

Holtzman[6] presented MatchMaker, a collaborative filtering friend recommendation system based on personality matching. Today, the main aim of the student should be learning and their prospect career. However, \ students rely on the convenience of information on communal media. That means abridged focus on knowledge and retain in sequence. The study also points out the fame of social networking sites among students group of people. The social networking sites and social media have revolutionized the world, bringing us closer than ever before. However, student can develop this and use it for a better life, a better tomorrow. It be supposed to be used to connect, stay in stroke, share views but not waste time on.

III. An Overview of Social Network:

Social networks are becoming major tools for education, and entertainment. The human nature is keen on interacting with people and finding common areas and interests. In education, two streams are prevailing: the use of social networks as a tool supporting activities deemed important for the purpose of educational institutions, instructors, and students. The next stream is the bad pressure social network inflict on students behaviors and instance supervision.

Source from Internet

Use of Friend Book:

Existing social networking services advise friends to users based on their social graphs, which may not be the most suitable to reflect a user's preferences on companion selection in real life. In this thesis, we in turnout Friendbook, a work of fiction semantic-based companion proposal system for social networks, which recommends friends to users based on their life styles as an option of communal graphs. By taking benefit of sensor-rich smart-phones, Friendbook discovers life styles of users as of user-centric antenna data, events the resemblance of life styles between users, and recommends friends to users if their life styles have high resemblance.

Friends with (Academic) Benefits

Ask academy students about their social being and academic existence and you're likely to get some dissimilarity of this answer: social time is social time. Study moment is study moment. Keep them split and fair. In realism, college student friendships are much more complicated than that.

That's what Janice McCabe[7] establish in her decade-long interpretation, the penalty of which were recently in print in a book, *Connecting in school: How companionship Networks substance for Academic and communal Success* (University of Chicago Press).

Sometimes friends could be hindrances to academic success, but they often provided support too, whether students were studying in groups or hopeful each other to awaken up before an 8 a.m. class. "There was shockingly little scholarly literature about the academic role friends play in college," McCabe said.

So she sought to find it out herself.

In 2004,McCabe interviewed 68 students at a school she calls Midwestern institution of higher education, or MU, which is a four-year community investigate institution of higher education with 30,000 students.

Although many students were quick to maintain that they kept their social and academic lives separate, when McCabe pushed them a little beyond, she found that friends were actually not so separate from every other's educational lives. They proofread one another's ID, be reminiscent each other of due dates, provided touching support with affirmation like "first-class fate on your exam -- you're gonna do immense," engaged each other in intellectual discussions and motivated each other through friendly competition.

In addition, McCabe known three categories of friendship groups: tight-knitters, compartmentalizes and samplers.

Tight-knitters usually stick to one group, and all (or almost all) of their associates know one an additional. Compartmentalizes contain two to four clusters of friends. Finally, samplers have friends who don't tend to know one another since they "sample" friendships.

Social networking to taste the Life styles:

Each social networking site notes/minutes each and every pressure group of user (like: what user likes? what user is doing? what is user's leisure pursuit? Etc.). Friend book will show to be largest domain in sympathetic the user behavior. One of the best examples of social networking is Friend book. According to present news it is trying to expand algorithm, to understand user behavior. Social Networking sites can help us in getting significant in sequence of users, such as age, gender, location, language, actives, likes and so on. Our replica takes into clarification these parameters of the consumer to urge books [8]. Most of the companion suggestions

device relies on pre-existing user dealings to pick companion candidates. For example, Friend book relies on asocial link analysis among those who already share common associates and recommends symmetrical users as potential associates [9]. The rules to group people jointly include:

1) Behavior or life style
2) Attitudes
3) Tastes
4) Moral Standards
5) Economic level
6) People they already know.

IV.LDA Algorithm:
Example of LDA Algorithm: assume you have the following set of sentences:

I **eat chicken** and **uncooked vegetables**.
Chicken are pets.
My kitten eats Chicken

LDA is a method that automatically discovers topics that these documents hold. Given the above sentences, LDA strength classify the **bold** words under the **Topic F**, which we strength label as "**food**". Likewise, words in italics might be classified under a separate Topic P, which we might tag as "pets". LDA defines each topic as a bag of words, and you have to label the topics as you think fit. There are 2 benefits from LDA crucial topics on a word-level:

1) We can suppose the content spread of each sentence by a word count:
Sentence 1: 100% Topic F
Sentence 2: 100% Topic P
Sentence 3: 33% Topic P and 67% Topic F

2) We can derive the scope that each word constitutes in given topics. For instance, Topic F might comprise words in the subsequent size: 40% eat, 40% chicken, 20% raw vegetables. We can put into practice LDA to achieve the above results in 3 steps.

Step 1: First we give contribution that how might topics are there. You can also use an informed approximation e.g. results from a previous analysis, or just trial-and-error. In trying dissimilar estimates, you may choose the one that generates topics to your desired height of interpretability, or the one yielding the highest statistical confidence.

Step 2: The algorithm will allocate every word to a provisional topic. Topic coursework are temporary as they will be updated in *Step 3*. Temporary topics are assigned to every word in a semi-random way i.e. according to a Dirichlet distribution, to be exact. This as well means that if a word appears two times, each sound may be assigned to dissimilar topics. Note that in analyzing actual documents, function words e.g. "the" and, "my" are removed and not assigned to any topics.

Step 3: This is iterative step. The algorithm resolves check and update topic assignments, looping through each word in every document. For each expression, its theme task is updated based on two criteria:

i. **How significant is that word across topics?**

ii. **How significant are topics in the text?**

All "chicken" terms across both documents comprise nearly half of residual Topic F words in terms are assigned to Topic F and Topic P in a 50-50 ratio. To appreciate how these two criteria work, imagine that we are now checking the topic assignment for the word "chicken in term.

- **How prevalent is that word across topics?** Since "chicken" words across both documents include nearly half of remaining Topic F words but 0% of residual Topic P words, a "chicken" word picked at random would more likely be about Topic F.
- **How common are topics in the document?** Since the terms in Doc Y are assigned to Topic F and Topic P in a 50-50 ratio, the residual "chicken" word seems evenly likely to be about either topic.

Weighing conclusions as of the two criteria, we would assign the "chicken" word of Doc Y to Topic F. Doc Y strength then is a text on what to feed kittens. The development of checking topic assignment is repeated for every word in every text, cycling through the entire collection of documents multiple times. This alterative update is the input characteristic of LDA that generate a concluding solution with logical topics.

V.CONCLUSION:

The results showed that the recommendations accurately reflect the preferences of users in choosing friends. Beyond the current

prototype, the future work can be four-fold. First, we would like to evaluate our system on large-scale field experiments. Second, we intend to implement the life style extraction using LDA and the iterative matrix-vector multiplication method in user impact ranking incrementally, so that Friendbook would be scalable to large-scale systems.

We projected an well-organized recommendation scheme for social networks i.e. Friend-book. In Friend-book, recommendation is done from end to end life styles of the user. The likes and hash-tag of the users are major part in recommending the associates to the user. Friend-book is quiet efficient than the existing system in terms of performance. It gives fast and better results as compared to existing system.

VI.FUTURE SCOPE:

Social network has a widest network available in virtual world. Each of the networks has their own categories and needs. For education, e-learning has more such of evolvement and improvement which support learning process nowadays. One of them is social learning which open the opportunity of learning in easy ways. With the exposure, there will have more ways on how to encourage people learning. In order to support the process of teaching and learning, pedagogies are needed to help and guide them as well as provide better practice on teaching. So the exposure of communal companionship is extremely support this knowledge process.

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It is establish that both the social companionship and learning are possible social network categories that highly support the learning process and controlling knowledge. Unfortunately, pedagogy principles are taking lightly towards the construction of social learning. But still a few of research being done to merge learning and friendship manner in online learning and also the best way to support them in controlling the knowledge based on pedagogy principles.

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